

ASSERTIVENESS AROUND THE 2019's PRESIDENTIAL CANDIDACY DISCOURSE ON SOCIAL MEDIA: A SOCIOPRAGMATIC STUDY

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Abstract: This study aims to describe the form of assertiveness, speech continuity strategies, and social distancing scales in the discourse of the 2019's presidential candidacy on social media (*Instagram, Twitter, and Facebook*). This research method uses a qualitative descriptive method. The data in this study are in the form of words, phrases, and sentences that contain assertiveness. The data sources in this study are *Instagram, Twitter, and Facebook*. Data collection used in this study is a note-taking method. The data analysis carried out in this study were the intralingual matching method, the PUP primary technique matching method, and the HBS advanced technique. The results of this study found that 1) the form of assertiveness in the discourse of the 2019's presidential candidacy on social media, namely (a) the force to express a desire, (b) the force to brag about hatred, (c) the force to enhance politeness, (d) the force to report field facts, (e) the force to urge *Pn's* goals, (f) the force to raise complaints, and (g) the force to announce the agenda. 2) continuity strategies in the form of (a) direct speech strategies and (b) indirect speech strategies. 3) the social distance scale contained in this study is (a) long-hedged speech and (b) short-hedged speech.

Keywords: assertiveness, political discourse, social media, sociopragmatics

INTRODUCTION

The existence of pragmatics is undoubtedly related to language because every communication made by humans uses language. In this function, language conveys what is on the speaker's mind to the interlocutor. The human communication process has information transfer events. Communication activities do involve not only one participant but also involve other participants. To make participants understand the intent of the speaker, they must have good cooperation. The sub-discipline of pragmatics is not limited to studying explicit or implied language but also examines the meaning of speech acts in it. Like Prayitno's (2014) study of the pragmatics family, which examines the meaning behind implied speech, he finds the intent of admonishing, bargaining, inviting,

asking, persuading, command, insinuate, command, and plead.

A sociopragmatic study by Masran (2018) revealed that advertisement predominantly uses informative speech acts. Lestari and Prayitno (2016) studied directive speech acts of Riau students in Java and found the use of positive politeness in their conversations. This phenomenon describes pragmatics as studying linguistics internally and the stored meaning in language by emphasizing its extra-lingual aspect.

Indonesia has carried out simultaneous general elections, namely the election of legislative candidates at the district, provincial, and national levels. Another one is the Indonesian presidential and vice-presidential election in 2019. Every presidential and vice-presidential candidate is

given the opportunity to campaign. The campaign can be done through spreading pictorial slogans and billboards. Besides, it can be done through social media, namely Instagram, Twitter, and Facebook. Social media makes it easy for users to comment on discourse, both between discourse makers and discourse readers. The advantage of using social media for campaigning is providing information quickly and effectively without having to go into the field.

However, social media may bring about some negative impacts, such as division and feud. The supporters of both candidates pair defended each other and put each other down. Heated debates can occur on social media through conversations written in posts or comments. These utterances contain many aspects of speech acts, such as assertive, commissive, declarative, interrogative, expressive, and directive. Speech that has the force to boast, urge, state, report, announce, and express is speech that allows the speech conveyed to reach the truth.

It is this forceful speech that often occurs in conversations about presidential candidacy. Therefore, the researcher will examine these utterances, which are called assertive acts. Assertive acts are a form of speech act that binds the speaker to the truth of the proposition being spoken, for example, the force of telling, reporting, stating, declaring, announcing, urging, predicting, reinforcing, and boasting (Leech, 357, p. 2011). Several studies have investigated speech acts, including Prayitno's (2009) research using a gender-based approach, and Putri (2019), Hartati (2018), and Kentary et al.'s (2015) on directive speech acts in novels.

Sociopragmatic studies in Indonesia were first investigated by Gunarwan (1994) about negative politeness in the use of Javanese-Indonesian bilinguals based on social activities, thus creating a new collaborative study between linguistics and sociology. Gunarwan (2000, p. 56) says that sociopragmatics is a study that focuses on the use of language in a social group.

This study uses the concept of assertive speech acts proposed by Leech (2011, p. 357), which examines the form of speech act that binds the speaker to the truth of the proposition being spoken, for example, to state, encourage, report suggest, urge,

reinforce, and announce. The sub-TT represents the field conditions implied in social groups during 2019's Indonesian presidential election so that researchers examine more deeply with a balance between the application of theory and the data that appear. The coherence between the two is expected to achieve the goal of this research which is to increase the diversity of sociopragmatic studies within political discourses.

Sociopragmatics studies the science that examines speech forms to understand the speaker's intentions according to their social contexts, such as gender, profession, cultural background, ethnicity, customs, behavior, or lifestyle. Prayitno (2015, p. 26) emphasizes that the study of politico-pragmatics is a linguistic study of political discourse. A linguistic study based on political messages can be used as a political study through politico-pragmatics. Wijana (2011, p. 30) explains that the types of speech acts can be divided into direct speech acts and indirect speech acts, and literal speech acts and non-literal speech acts. 1) Direct speech acts and indirect speech acts. A direct speech act is an act whose sentence mode reflects the speaker's intention (Wijana, 2011, p. 30).

In such a globalized era, it is evidenced that *Social media* is used to communicate and receive information quickly, although it is highly prone to hoaxes. Prayitno (2016, p. 335) said that the complexity of global problems is getting more complicated because of the rapid flow of information that is almost seamless.

Based on the above rationale, this article seeks to discuss assertiveness, speech directness strategies, and social distance scales in the discourse of the 2019's Indonesian presidential candidacy on *social media*.

METHOD

This research uses qualitative methods. Moleong (2007, p. 6) defines qualitative as a type of research that intends to understand the phenomenon of what is experienced by research subjects holistically. Olson et al. (2016, p. 27) assert that qualitative research uses inductive reasoning (that is, develops explanations from information) rather than deductively (that is, uses theory to predict

outcomes based on information) to conclude data. The data in this study are utterances in the form of words, phrases, and sentences that contain implicatures.

Tanzeh (2011, p. 79) says that data is a unit of information recorded by media that can be distinguished from other data and can be analyzed and relevant to a particular problem. Sources of data in this study are Instagram, Twitter, and Facebook. The data collection used in this study was the note-taking method. The listening method is carried out by showing and studying the subject carefully under study, namely the conversational discourse about the 2019's Indonesian presidential candidacy on Instagram, Twitter, and Facebook. The recording is done after the data is considered sufficient.

The data analysis carried out in this study was in the form of an intralingual equivalent method (Mahsun, 2005) and an equivalent method of the basic PUP technique and the HBS advanced technique (Sudaryanto, 2015). Mahsun (2005, p. 240) says that the intralingual equivalent method is an analytical method by connecting and comparing lingual elements, both those contained in one language or several different languages. The PUP basic technique matching method is used to sort out the determinant elements of the speech that have indicated assertiveness in it, and the HBS advanced technique is used to compare all relevant determinants with all data elements determined to obtain a match.

FINDING AND DISCUSSION

This study examines 67 data findings related to the form of assertiveness, speech continuity strategies, and social distance in the conversational discourse of the 2019-2024 RI presidential candidacy in *Social media* Instagram, Twitter, and Facebook.

The Forms of Assertiveness

The first study results presented assertiveness in the conversational discourse of the 2019-2024's Indonesian presidential candidacy in social media. Assertiveness is an element of substance that builds an utterance by binding the speaker to the truth of the proposition uttered. The researcher found eight subtypes of assertiveness, namely (1) the act to express desire, (2) the act to express

hatred, (3) the act to enhance politeness, (4) the act to present facts, (5) the act to achieve goals, (6) the act to complain, and (7) the act to announce the agenda. The assertive types that have been found are presented in the table below.

Table 1. The Formx of Assertive Force in the 2019's Presidential Candidacy Discourse on social media

The Forms of Assertiveness	Data	%
Expressing Desire	13	19%
Expressing Hatred	8	12%
Enhancing Politeness	19	28%
Presenting facts	9	14%
Achieving <i>Pn's</i> Goals	4	6%
Expressing Complaints	11	16%
Announcing the Agenda	3	5%
Total	67	100%

Table 2. Assertiveness in the 2019's Presidential Candidacy Discourse on social media

Category	FB	IG	TW
Expressing Desire	6	5	2
Expressing Hatred	2	2	4
Enhancing Politeness	5	6	8
Presenting Facts	2	6	1
Achieving <i>Pn's</i> Goals	-	3	1
Expressing Complaints	5	2	4
Announcing the Agenda	2	-	1
Total	22	24	21

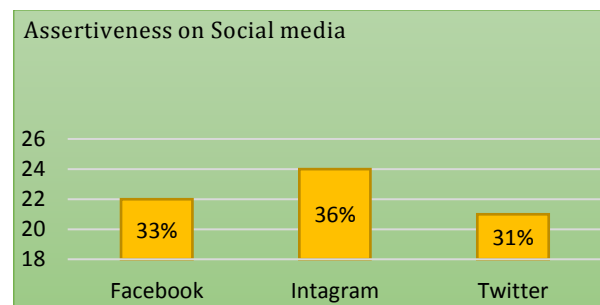


Figure 1. Assertiveness in the 2019's Presidential Candidacy Discourse on social media

The table above illustrates that the assertive form is dominated by the force of enhancing politeness by 28%. It indicates that conversations are largely concerning support for each presidential candidate, rather than announcing the agenda around the campaign, which ranks the least with a percentage of 5%. Assertiveness on Facebook is dominated by speech with subtypes expressing desire on data (62), (63), (64), (65), (66), (67). It shows that netizens who use Facebook want changes in the country because the speech that expresses this desire contains that *Pn* wants jobs, road repairs, lower prices, and the welfare of life. The two subtypes have the same position of the number of utterances, namely six data. politeness strengthens on Instagram on data (14), (15), (16), (17), (18), and (19), while reporting facts on Instagram on data (33), (34), (35), (36), (37), and (38).

Netizens on Instagram mostly commented by telling a spirit, advantages, and support for each presidential candidate. This phenomenon is an image of positive politeness from the public that strengthens the president through social media. Netizens report some facts at the grassroots to inform presidential candidates. The purpose of reporting is, of course, hoping that the presidential candidate who will be elected later will improve and follow up on netizens' reports. Twitter displays to have assertiveness of enhancing politeness found in data(20), (21), (22), (23), (24), (25), (26), and (27). At the same time, it becomes the most assertive speech act subtypes in the three social media above.

The number of enhanced politeness with couraging utterances is a positive phenomenon on social media. It evident that netizens with assertive acts dominated the positive politeness element that strengthened and supported the presidential candidate, implying the Indonesians highly enthusiastic, indifferent, welcoming, and took part in the lively democratic event of the 2019's presidential election.

Political campaigns no longer need billboards. The internet offers more accessible platforms for the community to holistically channel their aspirations, arguments, and support effectively. Before the era of the internet, citizens were only able to channel it by series of demonstrations. Everything has been made easier with these internet-based

social media. These virtual platforms make information accessible and disseminated effortlessly. Two examples of this analysis will be presented below.

The Act of Expressing Desire

Pn's utterance is performed to express a desire to achieve a particular goal. Data (1) is a manifestation of the force to express desire. One of the purposes of communication is to express the wishes of *Pn* to *Mt*. Various kinds of words to express a wish. As the speech presented in data (1) below,

- (1) "*Sawah dan para petani perlu disejahterakan*"
(IG/@bayu_l_a/(1/7/2019)
 ("Rice fields and farmers need to be prospered")

The utterance spoken by the owner of the Instagram account @Bayu_l_a is a speech that expresses a desire marked by the lexical marker of the word "*perlu*," which means the necessity of something. More to want something. The statement of wanting here can be seen in the *Pn*'s desire that the Indonesian presidential candidate (Prabowo) needs to pay attention to and increase food self-sufficiency, emphasizing the main netizens' wishes. This speech is uttered briefly, concisely, and politely. Expressing the wish or desire is one of the assertive act's forces (Searle, 1969, p. 28).

"*rice fields and farmers*" became a political force in the food sector. Besides, "*prosperity*" becomes a significant issue to raise during the presidential nomination. Candidates can take advantage of this economic issue to attract public sympathy. Indonesian citizens hope that the causes of economic problems can be eliminated, and the welfare may be achieved through increasing agricultural self-sufficiency.

Previous studies have investigated this topic, such as Prayitno (2009), which focuses on gender-based speech act differences. Besides, Princess (2019), Hartati (2018), Kentary et al. (2015) have examined assertive forces, but none focuses on sociopragmatic aspects of political discourses.

Enhanced-Politeness

Enhanced politeness is one of the positive politeness. Abbas (2013, p. 78) revealed that positive politeness aims to build friendly and harmonious relationships with the interlocutor. Data (2) is a form of enhancing politeness. Politeness is aimed at supporting the presidential candidate through commentary on social media.

(2)“Pak JOKOWI sudah terbukti untuk Indonesia. Lanjut 2 terme.. TETAP PRESIDEN” (FB/Eliaser Pierits/(30/6/2019)
 (“Mr. JOKOWI has been proven [successful] for Indonesia. Continue for 2 terms, REMAIN PRESIDENT”)

The speech spoken by netizen Eliaser Pierits on his Facebook account is an example of reinforcing politeness. *Pn* intends to support Jokowi to become president in the second term. *Pn* uses enthusiastic reviews of Jokowi's previous successful programs. The speaker presents the signs of progress achieved under Jokowi's leadership in the first term. The emphasis on "proven for Indonesia" has shown that programs have indeed been realized. It is undoubtedly a political force for the work program by supporters of the presidential candidate pair number 1 to get the masses to elect Jokowi as president again. Evidence markers have become tools to convince *Mt*.

“*lanjut 2 terme.. TETAP PRESIDEN*” is a speech that intends to encourage political support for Jokowi. Such a way aims at making the intended speech partner happy, enthusiastic, and supportive. It can be used as an effort to please the intended speech partner. The enhanced positive politeness may function to call someone for a political end. Halid (2017, p. 6) reports that attention to the speech partner is a form of respect for the speech partner himself. The use of the greeting "Sir" makes the speech more polite in strengthening. The culture of calling with the greeting of Mr. can foster a sense of respect, appreciation, and closeness to the interlocutor. This greeting is addressed to people who are older or higher in rank than the speaker.

Enhanced politeness, including positive politeness, gives a pleasant effect, brings closer, relieves, and fosters enthusiasm for *Mt*. Prayitno et al. (2019) found positive politeness in Jokowi's Instagram posts, which fosters a positive politeness sense of optimism and trust in Jokowi's leadership quality. Thus, this attitude is also needed by the community in the upcoming elections.

The directness of Speech Act

The second study of speech directness strategies in the discourse of the 2019's Indonesian presidential candidacy on social media. Speech continuity strategy is a communication strategy that uses direct or indirect forms in ordering the speech partner to do something. The authors found two speech strategies, namely direct speech strategies and indirect speech strategies. The table 3 & 4 below demonstrate data on the directness strategy of the assertive speech.

Table 3. Forms of direct speech act strategies in the 2019's Indonesian Presidential Candidacy Discourse

Forms	Direct Speech Act	Indirect Speech Act	Total
Data	31	36	65
Percentage	46%	54%	100%

Table 4. Speech Directness in the 2019's Presidential Candidacy Discourse on social media

Category	Facebook	Instagram	Twitter
Direct Speech	11	12	8
Indirect Speech	11	12	13
Total	22	24	11

Based on the summary of the table above, the speech directness strategy is dominated by indirect speech with 36 data occurrences, thus occupying 54%. The direct speech strategy occupies 46% of totaling 31 data. It indicates that the community is more polite because the hope for a change is realized by indirect speech. This indirect strategy uses a perceived complaint and a

phenomenon in the surrounding field that is used as a trigger to ask for changes and actions from the government and presidential candidates who will be elected. However, there are also direct speeches uttered by netizens.

This direct speech on social media shows that speakers are desperate for change and action; therefore, they express it explicitly to achieve their goals immediately. Facebook and Instagram have a balance between speech with direct and indirect strategies. Both of these accounts have the same number of utterances. Facebook each occupied 11 data. Direct speech strategy on Facebook can be observed in data (1), (2), (12), (13), (28), (29), (31), (40), (41), (43), and (44), while the indirect strategy on the data (9), (10), (11), (32), (42), (62), (63), (64), (65), (66), and (67).

Meanwhile, there are 12 data found on Instagram users who use direct speech strategy, namely data (3), (14), (15), (17), (18), (19), (34), (37), (38), (53), (57), (59), and the indirect speech strategy used on the data (4), (16), (33), (35), (36), (49), (50), (51), (52), (55), (56), and (58).

Furthermore, concerning directness speech strategy, there are 13 data found on Twitter, including data number (5), (6), (8), (20), (21), (25), (27), (30), (39), (45), (47), (54), and (60), while direct speech there are 8 data on (7), (22), (23), (24), (26), (46), (48), and (61). The wide range of scales illustrates the diversity of Indonesians' aspirations. The direct speech is performed to express support, enthusiasm, encouragement for Prabowo-Sandi. The indirectness strategy is performed by stating facts occurring in the society, such as rising staple food prices, the absence of Indonesia's economic self-reliance, lack of equitable distribution of good infrastructures and public services.

This effort certainly shows the desire of the Indonesian people for the government and the elected presidential candidate to solve these issues.

Direct Speech Strategy

Direct speech is a speech delivered by speakers to command the interlocutor explicitly. Typically, it is performed by expressing interrogative sentences using interrogatives, informative sentences using

declarative, and commanding using imperative sentences. An example of the analysis is presented below.

(3) Tolong di perhatikan nasib honorer K2 kesehatan, guru dan Adm. (Hendra Marga/FB/15/7/2019)
(Please pay attention to the fate of the honorary K2 health workers, teachers, and administrators.)

The speech in data (20) is included in the direct speech strategy because *Pn* directly expresses the request sentence in asking. *Pn* expressed a request to the presidential candidate, which contained a request for raising the salary for K2 health workers, teachers, and administrators. It does not rule out the possibility that the *Pn* also demands the issuance of a decree or the appointment of K2 honorary staff. This request is spoken directly using the lingual marker of the word "please" as a request. Besides containing an assertive force to express a desire, this utterance also contains a directive force because the speaker's intention is asking. It implies that the speaker intends to command the target speech partner to do something.

The political goal in it is included in the political-economic discourse, strengthened by the context of people's welfare. The welfare of the people is realized through the discussion of wages for health and education honorariums. The economy is a problem for the Republic of Indonesia that needs to be discussed in the presidential election. Bearing the name of a country with a weak economy, netizens in developing countries are very serious in responding to this; of course, all of them flocked to submit requests that the weakening economy with a lack of welfare in Indonesia can be immediately eradicated.

(4) NAIKIN HARGA PANGAN POKOK, PAK" (@iwaaaali/IG/1/7/2019)
(INCREASE THE PRICE OF STAPLE FOOD Sir")

The above utterance has indirect speech even though its lingual marker is a command word. The indirect strategy lies in the speaker's intention, which is different from the speaker's statement. The word "naikin"

marks the indirect speech in the data. Pn in (4) intends to order Jokowi when he is re-elected to lower the price of staple food, but Pn uses the opposite word. Pn carries out this strategy to criticize the speech partner. Even though Pn also uses a politeness strategy which is marked by the greeting marker "Pak." The greeting "Pak" is spoken to someone whose age is above Pn. It aims to give the effect of respect and intimacy to communicate.

This indirect strategy occupies the political economy discourse because the clause "price of staple food" is in the context of affordability of food, is deemed as an economic issue. The dynamics of prices in developing countries often occur every year. The government needs to lower commodity prices to avoid economic inflation. This indirect strategy research has been conducted by previous researchers, including Ariyanti and Ida (2017), who found direct speech with the imperative mode, Sakti and Tressyalina (2019), and Astuti (2019). The three studies have similarities with this study in indirect speech. The difference in this speech is that the indirect speech strategy is a sociopragmatic political study, while the three studies above are outside the sociopragmatic political study.

Social Distance Scale

The social distance scale is a scale of utterance that includes the level of difficulty of speech based on the length of the utterance. The researcher found the social distance scale to be (1) long-hedged and (2) a short-hedged scale. The data findings will be summarized in the table below.

Table 5. Social Distance Scale in the 2019's Presidential Candidacy Discourse on social media

Category	Data	Percentage
Long-Hedged Speech	22	33%
Short-Hedged Speech	45	67%
Total	67	100%

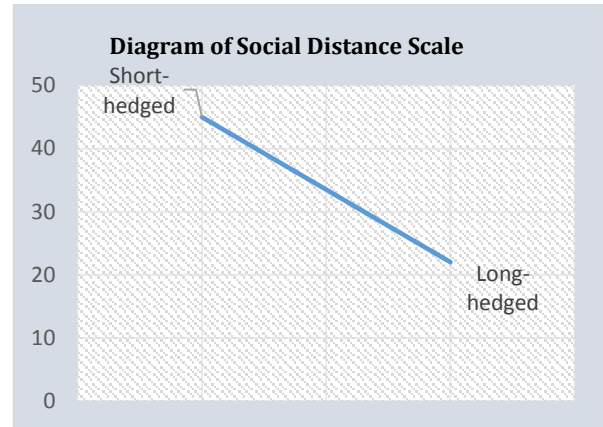


Figure 2. Diagram of the Social Distance Scale in the 2019's Indonesian Presidential Candidacy Discourse on social media

According to the table, the social distance scale is largely short-hedged utterances (45 data) with a percentage of 67%. Long-hedged utterances only contain 22 data, with a percentage of 33%. It certainly shows that the majority of Indonesian people prefer concise, short, and brief speech. Short-hedged utterances are easy to understand and uncomplicated. The longer the speech, the higher the difficulty level. The short-hedged utterances in the data are mainly in the context of politeness to support presidential candidates, with 17 data. Two examples of the analysis will be presented below.

Long-Hedged Speech

Long-hedged speech is a lengthy statement and requires understanding to interpret it. The longer the speech, the more convoluted, the more complex the speech. An example of the analysis is below.

(5)kami mengadu pak sebagai anak petani, semua mahal, tapi kenapa hasil petani begitu murah bahkan ada yang tak laku untuk dijual, bagaimana dengan nasib kami pak sebagai anak petani yang masih membutuhkan biaya untuk melanjutkan sekolah. Kami butuh bukti bukan opini pak, dan kami berharap bisa mensejahterakan semua rakyat, bukan hanya untuk pejabat saja. Para petani juga butuh diperhatikan kesejahteraanya pak @prabowo @sandiuno. (_tiaratna /1/7/2019)

(we complained as a farmer's son, everything is expensive, but why are the farmer's products so cheap and some even do not sell, what about our fate as a farmer's son who still needs money to continue schooling. We need evidence, not opinion, sir, and we hope that [you] will prosper all people, not just officials. Farmers also need attention for their welfare, Mr. @prabowo @sandiuono.)

Data (5) is a long-hedged utterance because the utterance has three sentences in one utterance. The context of the speech above is about the lack of community welfare, including food and job. The speech is performed to equalize the selling price of agricultural products with the other staple food prices. The phrase "still need money to continue school" indicates that *Pn* has complained about his feelings as if he experiences a hardship.

The goal is for the government to carry out a movement to eradicate poverty. *Pn* hopes that the future presidential candidate who is elected will listen to his complaints and take actions that can affect the lives of the netizens, namely the fulfillment of living expenses and prosperity. The social distance scale shows that there is closeness to the current social situation so that although the speech delivered by *Pn* is long-hedged, it can still be understood by *Mt* because the context conveyed is a common problem that people feel. The lingual marker of the greeting "Pak" illustrates that *Pn* shows respect for the target *Mt*. It aims to establish a close and warm social distance between *Pn* and *Mt*.

Short Hedged Speech

Short-hedged speeches are utterances that have a small number of linguals and are easy to understand. The shorter the speech, the easier it is to understand. An example of the analysis is below.

(6) "Bbm naik.. Listrik naik.. Gas naik dan harga sembako melambung tinggi." (Uni Ema /30/6/2019)
(Fuel [price] goes up... Electricity [price] goes up... Gas [price] goes up, and food prices soar.)

Data (6) is a short-hedged speech because the speech has one similar idea in one sentence. The context of the speech above is about the lack of community welfare, namely daily needs. The lingual marker of the sentence "Fuel [price] goes up.. Electricity goes up.. Gas goes up, and food prices soar" is the context in the discourse on the presidential nomination in the economic field. The speech is effortless to understand by the interlocutor because it reveals a short and explicit statement. It is said to be short because data (6) does not experience an anomaly of meaning in one context of the speech, namely the increased price. *Pn* uses an indirect strategy to get prices stabilized, not increased. *Pn* believes that the president determines, leads, and takes the country where to go. Socially, the distance scale is relatively close to everyday reality because the issue being raised concerns the rising prices of vital commodities. Price increases often occur in society; of course, Indonesian citizens can understand speech quickly and responsively. However, the social distance between *Pn* and *Mt* is less close because here, *Pn* does not explicitly use to whom the speech is addressed. There is no typical greeting from *Pn* to *Mt* target.

CONCLUSION

Based on the results and discussion above, it can be concluded into three subtypes. *First*, the dominant form of assertiveness in the discourse of the Indonesian presidential candidacy on social media is the force of politeness to support a particular presidential candidate, with the highest percentage of 28%. Meanwhile, the least assertiveness found in this study is the force to put forward campaign agendas and many others. The remaining five assertive forces are relatively moderate.

Second, the speech strategy used by *Pn* is dominated by a direct speech strategy, which expresses *Pn*'s complaints and desires towards the target *Mt*. Few indirect speech strategies appear, indicating the preference to make direct reports on what people feel, so that satire found to be even smaller.

Third, the social distance scale was found to use more short-hedged utterances, which were easily understood by both netizens and target *Mt*. It shows that the distance with the social life's issues is also

close because *Pn* also uses lingual marker greeting to show warmth as well as respect.

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